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What is claimed is:

1. A method for creating a marketing initiative comprising the steps, performed by a processor, of:
 - inputting offer parameters for a new initiative, including an initiative time period and an initiative description;
 - associating customer selection criteria with the offer parameters;
 - determining a likelihood that the new initiative will be effective using stored statistics associated with past initiatives; and
 - providing a result indicating the effectiveness of the new initiative.
2. The method of claim 1, further comprising the step of:
 - storing the new initiative in a database based on the result.
3. The method of claim 1, wherein said initiative time period includes an effective date and an expiration date.
4. The method of claim 2, wherein said database is at least one of a decision support subsystem (DSS) database and a runtime offer database.
5. The method of claim 2, further comprising:
 - determining an impact of the new initiative on other initiatives stored in the database.

6. The method of claim 4, further comprising the steps of:
determining whether the new initiative is to be put into effect immediately;
storing the new initiative in the runtime offer database based on the determination that the
new initiative is to be put into effect immediately; and
5 storing the new initiative in the DSS database based on the determination that the new
initiative is not to be put into effect immediately.

7. The method of claim 6, further comprising the step of:
applying data from the DSS database to the runtime offer database periodically in a time-
10 initiated load cycle.

8. The method of claim 4, further comprising:
receiving, at a runtime offers subsystem, a sales request from a marketing host;
extracting key values from said sales request, said key values including customer
15 selection criteria;
creating key structures using said key values;
compressing said key structures into a series of key-paths; and
searching said runtime offer database using the key-paths to determine an initiative that is
most relevant to the sales request.

9. The method of claim 8, further comprising:
20 sending the most relevant initiative to the marketing host;

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presenting the most relevant initiative to a customer; and
tracking initiatives that are presented to customers to assist in market analysis.

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10. A sales manager system including a sales manager workstation for creating a marketing initiative comprising:
- a sales manager workstation controller including means for entering offer parameters for a new initiative and means for associating customer selection criteria with the offer parameters; and
- a trend analysis unit using stored statistics associated with past initiatives to determine a likelihood that the new initiative will be effective, wherein
- a result is provided indicating the effectiveness of the new initiative.

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11. The sales manager system of claim 10, wherein the new initiative is stored in a database based on the result.

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12. The sales manager system of claim 11, wherein the database is at least one of decision support subsystem (DSS) database and a runtime offer database.

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13. The sales manager system of claim 11, further comprising:

an impact analysis unit for determining an impact of the new initiative on other initiatives stored in the database

14. The sales manager system of claim 12, further comprising:
means for determining whether the new initiative needs to be put into effect immediately;
means for storing the new initiative in the runtime offer database based on the
determination that the new initiative is to be put into effect immediately; and
5 means for storing the new initiative in the DSS database based on the determination that
the new initiative is not to be put into effect immediately.

15. The sales manager system of claim 14, wherein data from the DSS database is
applied to the runtime offer database periodically in a time-initiated load cycle.

16. The sales manager system of claim 12, further comprising a runtime offers
subsystem, said runtime offers subsystem including:

a runtime offer compiler connected to the DSS database, said runtime offer compiler
including means for extracting new and updated initiatives from the DSS database and means for
transferring said new and updated initiatives to the runtime offer database, wherein said runtime
offer database is part of the runtime offers subsystem; and

a runtime offer evaluator connected to the runtime offer database, said runtime offer
evaluator including means for extracting key values from a sales request received from a
marketing host, means for creating key structures using said key values, means for compressing
said key structures into a series of key-paths, and means for searching said runtime offer database
using the key-paths to determine an initiative that is most relevant to the sales request.

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17. The sales manager of claim 16, wherein said runtime offer evaluator further comprises:

means for sending the most relevant initiative to the marketing host; and

means for tracking initiatives that are presented to customers to assist in market analysis.

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18. A sales manager system comprising:

a sales manager workstation for creating a marketing initiative, said sales manager

workstation including a sales manager workstation controller including means for entering offer

parameters for a new initiative and means for associating customer selection criteria with the

10 offer parameters, a trend analysis unit using stored statistics associated with past initiatives to

determine a likelihood that the new initiative will be effective, and an impact analysis unit for

determining an impact of the new initiative on other initiatives stored in a database;

a decision support subsystem (DSS) database connected to the sales manager workstation
for storing the new initiative;

15 a runtime offers subsystem connected to the DSS database for using information from a
customer request to determine a most targeted initiative; and

a marketing host connected to the runtime offers subsystem, said marketing host
including means for sending customer requests to the runtime offers subsystem.

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19. The sales manager system of claim 18, wherein said runtime offers subsystem comprises:

a runtime offer compiler connected to the DSS database, said runtime offer compiler

including means for extracting new and updated initiatives from the DSS database and means for transferring said new and updated initiatives to the runtime offer database, wherein said runtime offer database is part of the runtime offers subsystem; and

5 a runtime offer evaluator connected to the runtime offer database, said runtime offer evaluator including means for extracting key values from a sales request received from a marketing host, means for creating key structures using said key values, means for compressing said key structures into a series of key-paths, and means for searching said runtime offer database using the key-paths to determine an initiative that is most relevant to the sales request.

10 20. The sales manager of claim 19, wherein said runtime offer evaluator further comprises:

means for sending the most relevant initiative to the marketing host; and

means for tracking initiatives that are presented to customers to assist in market analysis.

21. A method for creating a marketing initiative comprising the steps, performed by a processor, of:

inputting a set of new initiatives, wherein each initiative includes an initiative time period and an initiative description;

associating customer selection criteria with each new initiative;

20 determining a likelihood that each new initiative will be effective using stored statistics associated with past initiatives; and

providing a result indicating the effectiveness of each new initiative.

22. The method of claim 21, further comprising:

selectively storing in a database new initiatives from the set of new initiatives based on the result associated with each new initiative in the set.

5 23. The method of claim 22, further comprising:

determining an impact of each new initiative on other new initiatives in the set of new initiatives and other initiatives stored in the database.

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10 24. A data processing system for creating a marketing initiative, comprising:
a memory having program instructions; and
a processor responsive to the program instructions to input offer parameters for a new initiative, including an initiative time period and an initiative description, associate customer selection criteria with the offer parameters, determine a likelihood that the new initiative will be effective using stored statistics associated with past initiatives, and provide a result indicating the effectiveness of the new initiative.

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